

Subject: Discussion on Sign Ordinance Updates

Meeting Date: Monday, April 10, 2023	
Submitted/Presented by/Department: Melissa Houtsma - Community Development	
Action Type	
<input type="checkbox"/> Consent Item	<input checked="" type="checkbox"/> Discussion/Direction
<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Informational Only
<input type="checkbox"/> Action/Motion	<input type="checkbox"/> Report
<input type="checkbox"/> Resolution	<input type="checkbox"/> Other:
Action	
Work Session Discussion	
Background	
<p>Due to multiple events over the past couple of years, staff has been reviewing the current sign code various areas in need of revision in order to best accomplish the vision established through various previous discussions.</p> <p>Prior to beginning to write the ordinance language and changes, staff is asking council to review and affirm that the following list of items accurately reflects previously discussed areas of concern and addresses said concerns.</p> <ol style="list-style-type: none"> 1. Change to the definition of “sign” to be less restrictive for non-commercial signs in residential districts. As well as to allow for community art, murals, etc.in commercial districts. 2. Change to allow non-commercial speech murals in the commercial districts. Staff is suggesting 20 percent maximum wall coverage per elevation, and we are reviewing whether or not the allowance can be reviewed through the CUP process. 3. Change the temporary signage restrictions for residential (largely single-family homes) districts from allowing a certain number of signs to a cumulative square footage of signage. Specifically, staff is suggesting a maximum of 10 square feet (open for direction). 4. Change current language to allow signage (banners and the like) to be affixed or mounted, not painted, on fencing when the fence faces the public right-of-way and not an adjacent neighbor. The maximum square footage discussed in item 2 would also apply to signs located on fences. 5. Change current language to allow window coverings inside the window in order to offer businesses additional privacy without it being a violation of the signage/window coverage restriction. 6. Incorporate the multiple different residential zoning districts within the sign code. Currently the code reads simply as “residential”, meaning that churches, schools, and multi-family apartments have the same sign regulations as single-family homes. By 	

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adding and clarifying the different districts, this allows for the various uses to have more flexibility on permissible signage.

7. Add a severability section to offer additional clarification that if any section or component of the sign code were to be challenged and/or found to be unconstitutional, the ordinance as a whole is not in jeopardy of being stricken by a court upon said challenge.
8. Clarification of definitions and language. One example specifically being to change “Temporary real estate signs” to something adjacent to “Temporary signs used for the purposes of selling or leasing real property”. While the language sounds nearly identical, the change of emphasis from “real estate sign” to “sign for real estate” clarifies that the code does not regulate based on the content of signs.
9. Various housekeeping clean ups and clarifications.

Staff is open to any other overall comments or concerns with the sign ordinance. Pending direction received at the meeting, staff will draft a formal ordinance amendment for review by the Planning Commission and Council.

Attachments

N/A

Previous Relevant Actions

N/A

Alternatives

N/A

Financial

Budgeted: ☐ Yes

☒ No Financial Impact

Fund: N/A

Department: N/A

Account: N/A

Amount: N/A